



## **Resources to promote your business via the Sonoma County Tourism Bureau**

Find out how you can be involved with Sonoma County Tourism Bureau and our efforts to market and sell Sonoma County, by visiting the Partners page on our website: [www.sonomacounty.com/partners](http://www.sonomacounty.com/partners). All of these programs and opportunities are available free of charge to businesses within SCTB's business improvement area.

For more information about media and public relations opportunities, contact Tina Luster, public relations coordinator, at [tluster@sonomacounty.com](mailto:tluster@sonomacounty.com).

For marketing and partnership opportunities, contact Beth Snow, marketing coordinator, at [bsnow@sonomacounty.com](mailto:bsnow@sonomacounty.com).

For other **marketing opportunities**, including our annual report and marketing plan, as well as archived presentations from tourism forums and past email newsletters, check out the SCTB updates section of our partners page on the website: [www.sonomacounty.com/partners/updates](http://www.sonomacounty.com/partners/updates)

**Submit your events:** Our printed Calendar of Events brochure is populated by these submissions. Also, add a photo or a YouTube video to your online listing.

**What's New - Several Opportunities:** Have you made changes to your business that will affect travelers or meeting planners? Do you have a special, seasonal package that you are offering. This information is sent out quarterly to the California Travel and Tourism Commission (CTTC) and is also sent to media contacts across the nation. A separate "what's new" is sent to media that focus on meeting planners and group tour and travel.

**Send Us Your Specials:** Submit any current specials you are running to help us with our marketing efforts. We are able to promote these through various channels, along with sending regularly to our PR firm.

**SCTB Tourism Update newsletter:** Sign up to get these regular e-mail updates. If you're already signed up, click it open and read it. Take advantage of what SCTB is doing for you with media and marketing opportunities, updates on trade shows and appointments our sales team attend, and more. Notifications about upcoming Coffee Klatches and Tourism Forums are also announced in the newsletter.

**Coffee Klatches:** Hopefully we will see you at an upcoming Coffee Klatch. We hold these informal get-togethers throughout the county for businesses to get to know us, and for us to get to know you.

**Tourism Forums:** Once a year, SCTB offers a tourism forum, open to the public. This event is more detailed than Coffee Klatches and includes travel industry speakers who discuss latest industry trends. The events always include a time for networking. They are advertised through the electronic update.

**Stay in Touch with Us:** If your contact information changes, please let us know. Keep us informed of what your business is doing. The more we hear from you, the more we can promote you. We are always looking for information to write about on our Social Media sites (see below)

**SONOMA COUNTY TOURISM BUREAU**

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[www.SonomaCounty.com](http://www.SonomaCounty.com)



**Submit a Local Secret** - Local Secrets on our home page tells visitors your insiders tips showcasing the best of Sonoma County. Add your own Local Secret. <http://inside-sonoma.com/local-secret-submission/>

#### **Social and Online Media:**

- **Inside Sonoma** ([www.inside-sonoma.com](http://www.inside-sonoma.com)) is a fun glimpse of what is happening in and around Sonoma County. It includes video, blogs, twitter, flicker and encompasses the new online technology. Blogs are updated regularly, under the topics: Green Sonoma, Art, Itineraries, Wine, Food, Chef's Recipes and GLBT .
- **Twitter** – We regularly promote local businesses and events via Twitter.
- **Customer Relationship Management** (CRM) The *Sonoma Insider* is our monthly e-mail blast sent to consumers and segmented to their preferences. Each issue includes a recipe and wine pairing, featuring local chef's, restaurants and wineries, hotel deals, events and articles on what to do around Sonoma County.
- **Online Marketing** advertising and optimization to raise our online profile

#### **Enhanced Marketing Opportunities**

##### **Official Visitors Guide & Map**

The Official Sonoma County Visitors Guide and Map is the premier marketing piece showcasing Sonoma County and is supported by numerous Sonoma County Tourism Bureau marketing, advertising, and public relation programs reaching millions of travelers each year.

Advertising in the Visitors Guide and Map is a cost effective way to promote your business to the vast potential of the visitors market.

Visitors are looking for lodging, food and wine experiences, attractions, recreation, cultural arts and events. The Official Sonoma County Visitors Guide is the essential travelers guide for planning a trip or deciding what to do once arriving in Sonoma County.

For more information, contact:

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**Packages and Activities Sold on [www.sonomacounty.com](http://www.sonomacounty.com)** - Advanced Reservations Systems (ARES), our online reservation system partner, has many opportunities for you to market your business on our website's booking engine.

There is no upfront cost to participate with ARES and there is no advertisement fee. The cost is commission based only on items sold. Your inventory, attractions and events can be customizable to what works best for your business, and you can add any limitations and set a cancellation policy if you wish.

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### Benefits of being included on ARES:

- You will be prominently featured on the Sonoma County Tourism Bureau website, which receives a large volume of traffic daily by visitors coming to the area and looking for things to do.
- 15 percent of home page visitors, click on the ARES booking engine
- You will also be featured on popular web sites that are marketed specifically for your destination. Some notable sites include the official California Travel and Tourism Commission's website ([www.visitcalifornia.com](http://www.visitcalifornia.com)) and the California Welcome Center's website ([www.visitcwc.com](http://www.visitcwc.com))
- Visitors get one-stop shopping
- Reservations can be made any time of day
- Your events and activities can be packaged with hotel stays and featured in the Packages section of the reservation window. Special packages are increasingly attractive to those looking for special deals
- ARES maintains a call and customer service center for customers who prefer to purchase tickets over the phone

Lauren Fisher with ARES can help you work out the details to fit your needs:

Lauren Fisher; **ARES, Regional Market Manager**  
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### Open Table

Get more exposure and attract repeat business with this dynamic automated restaurant reservation, table and guest management system.

- Save time with automated reservations
- Improve service with a powerful guest database
- Maximize efficiency with table management tools
- Attract repeat business with email marketing
- Boost revenue via 2 million diners
- Gain exposure from more than 75 partners

"Having Open Table in our restaurant has improved our business in so many ways it is hard to count," said Josh Silvers, chef and owner of Syrah Bistro, in Santa Rosa. "We love the ease of use, for both ourselves and our guests, who are able to easily book a table over the Internet and include any special requests or instructions."

Open Table also allows restaurants to control business on the busiest of days, ensuring that they maximize our tables and allow for the best dining experience for guests.

OpenTable, Inc. | [www.opentable.com](http://www.opentable.com)

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